

### LISTING OF THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

1. (Currently Amended) A computer-implemented method for searching, said method comprising:  
storing, by at least one server computer, sales information related to a plurality of search terms, wherein the sales information includes an accumulation of a plurality of purchase transactions of a plurality of users;  
receiving, by the at least one server computer, a first search term from a user;  
generating, by the at least one server computer using the first search term, a first set of search results in response to receiving the first search term from the user; and  
dynamically generating, by the at least one server computer, a user interface page for the user, the user interface page comprising the first set of search results and a plurality of candidate search terms related to said first search term in accordance with relevancy scores calculated based in part on the sales information and click information related to the first search term-for providing to the user, wherein said plurality of candidate search terms comprise a plurality of potential alternative search terms, and [[are]] at least some of the plurality of candidate search terms being organized in accordance with brands, wherein the brands related to the first search term are determined based upon the sales information, wherein each of said plurality of potential alternative search terms is selectable by the user to request are-for-generating a second set of search results, and in response to a selection, by the user, of at least one of said plurality of potential alternative search terms, a second set of search results is generated for the user using the selected potential alternative search term, and wherein at least one user of said plurality of users does not have a user profile.
2. (Cancelled)
3. (Cancelled)

4. (Cancelled)
5. (Original) The method of claim 1, wherein said plurality of candidate search terms are organized in accordance with products.
6. (Original) The method of claim 1, wherein said plurality of candidate search terms are organized in accordance with related searches.
7. (Original) The method of claim 1, wherein said plurality of candidate search terms are presented as links to other destinations.
8. (Original) The method of claim 1, wherein said candidate search terms are generated off-line.
9. (Original) The method of claim 1, wherein said candidate search terms are organized in a look-up table.
10. (Original) The method of claim 9, wherein said look-up table is a hash table.
11. (Original) The method of claim 1, wherein said candidate search terms are generated in accordance with a span that defines a number of word units.
12. (Original) The method of claim 11, wherein said span is greater than one word unit.
13. (Original) The method of claim 1, wherein said candidate search terms are refined in accordance with an inflection distance.
14. (Original) The method of claim 13, wherein said inflection distance is a measure of closeness between two search terms.

15. (Previously Presented) The method of claim 1, further comprising:  
comparing said first search term with a dictionary prior to providing said plurality of  
candidate search terms.
16. (Original) The method of claim 15, wherein said dictionary comprises a brand dictionary  
that comprises a plurality of brands.
17. (Previously Presented) The method of claim 16, wherein if said first search term is  
deemed to be a brand, then at least one of said plurality of candidate search terms is  
presented as a product of said brand.
18. (Original) The method of claim 15, wherein said dictionary comprises an artist  
dictionary that comprises at least one of singers, performers, bands, and actors.
19. (Previously Presented) The method of claim 1, further comprising:  
normalizing said plurality of candidate search terms in accordance with occurrence time  
of said plurality of candidate search terms.
20. (Previously Presented) The method of claim 1, further comprising:  
normalizing said plurality of candidate search terms in accordance with display position  
of said plurality of candidate search terms.
21. (Currently Amended) An apparatus for computer-implemented searching, comprising:  
a memory for storing sales information related to a plurality of search terms, wherein the  
sales information includes an accumulation of a plurality of purchase transactions  
of a plurality of users;  
means for receiving a first search term from a user; and  
a processor for:  
generating a first set of search results using the first search term in response to receiving  
the first search term from the user, and  
dynamically generating a user interface page for the user, the user interface page

comprising the first set of search results and a plurality of candidate search terms related to said first search term in accordance with relevancy scores calculated based in part on the sales information and click information related to the first search term~~for providing to the user~~, wherein said plurality of candidate search terms comprise a plurality of potential alternative search terms, and ~~[[are]]~~ at least some of the plurality of candidate search terms being organized in accordance with brands, wherein the brands related to the first search term are determined based upon the sales information, wherein each of said plurality of potential alternative search terms is selectable by the user to request~~are for generating a second set of search results, and in response to a selection, by the user, of at least one of said plurality of potential alternative search terms, a second set of search results is generated for the user using the selected potential alternative search term~~, and wherein at least one user of said plurality of users does not have a user profile.

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Original) The apparatus of claim 21, wherein said plurality of candidate search terms are organized in accordance with products.

26. (Original) The apparatus of claim 21, wherein said plurality of candidate search terms are organized in accordance with related searches.

27. (Original) The apparatus of claim 21, wherein said plurality of candidate search terms are presented as links to other destinations.

28. (Original) The apparatus of claim 21, wherein said candidate search terms are generated off-line.
29. (Original) The apparatus of claim 21, wherein said candidate search terms are organized in a look-up table.
30. (Original) The apparatus of claim 29, wherein said look-up table is a hash table.
31. (Currently Amended) A computer-readable medium encoded with computer instructions, the plurality of instructions including instructions which, when executed by a processor, cause the processor to perform a method, the method comprising:  
storing sales information related to a plurality of search terms, wherein the sales information includes an accumulation of a plurality of purchase transactions of a plurality of users;  
receiving a first search term from a user;  
generating a first set of search results using the first search term in response to receiving the first search term from the user; and  
dynamically generating a user interface page for the user, the user interface page comprising the first set of search results and a plurality of candidate search terms related to said first search term in accordance with relevancy scores calculated based in part on the sales information and click information related to the first search term for providing to the user, wherein said plurality of candidate search terms comprise a plurality of potential alternative search terms, and ~~[[are]]~~ at least some of the plurality of candidate search terms being organized in accordance with brands, wherein the brands related to the first search term are determined based upon the sales information, wherein each of said plurality of potential alternative search terms is selectable by the user to request ~~are for generating~~ a second set of search results, and in response to a selection, by the user, of at least one of said plurality of potential alternative search terms, a second set of search results is generated for the user using the selected potential alternative search term, and wherein at least one user of said plurality of users does not have a user

profile.

- 32. (Cancelled)
- 33. (Cancelled)
- 34. (Cancelled)
- 35. (Original) The computer-readable medium of claim 31, wherein said plurality of candidate search terms are organized in accordance with products.
- 36. (Original) The computer-readable medium of claim 31, wherein said plurality of candidate search terms is organized in accordance with related searches.
- 37. (Original) The computer-readable medium of claim 31, wherein said plurality of candidate search terms are presented as links to other destinations.
- 38. (Original) The computer-readable medium of claim 31, wherein said candidate search terms are generated off-line.
- 39. (Original) The computer-readable medium of claim 31, wherein said candidate search terms are organized in a look-up table.
- 40. (Original) The computer-readable medium of claim 39, wherein said look-up table is a hash table.
- 41. (Original) The computer-readable medium of claim 31, wherein said candidate search terms are generated in accordance with a span that defines a number of word units.
- 42. (Original) The computer-readable medium of claim 41, wherein said span is greater than one word unit.

43. (Original) The computer-readable medium of claim 31, wherein said candidate search terms are refined in accordance with an inflection distance.
44. (Original) The computer-readable medium of claim 43, wherein said inflection distance is a measure of closeness between two search terms.
45. (Previously Presented) The computer-readable medium of claim 31, further comprising the step of:  
comparing said first search term with a dictionary prior to providing said plurality of candidate search terms.
46. (Original) The computer-readable medium of claim 45, wherein said dictionary comprises a brand dictionary that comprises a plurality of brands.
47. (Previously Presented) The computer-readable medium of claim 46, wherein if said first search term is deemed to be a brand, then at least one of said plurality of candidate search terms is presented as a product of said brand.
48. (Original) The computer-readable medium of claim 45, wherein said dictionary comprises an artist dictionary that comprises at least one of singers, performers, bands, and actors.
49. (Previously Presented) The computer-readable medium of claim 31, the method further comprising:  
normalizing said plurality of candidate search terms in accordance with occurrence time of said plurality of candidate search terms.

50. (Previously Presented) The computer-readable medium of claim 31, the method further comprising:  
normalizing said plurality of candidate search terms in accordance with display position  
of said plurality of candidate search terms.
51. (Previously Presented) The method of claim 1, wherein click information includes  
purchase data.
52. (Previously Presented) The method of claim 51, wherein the purchase data is based upon  
purchase behavior of a plurality of users.
53. (Previously Presented) The method of claim 1, wherein click information includes  
purchase data and click data.
54. (Previously Presented) The apparatus of claim 21, wherein click information includes  
purchase data.
55. (Previously Presented) The apparatus of claim 52, wherein the purchase data is based  
upon purchase behavior of a plurality of users.
56. (Previously Presented) The apparatus of claim 21, wherein click information includes  
purchase data and click data.
57. (Previously Presented) The computer-readable medium of claim 31, wherein click  
information includes purchase data.
58. (Previously Presented) The computer-readable medium of claim 57, wherein the  
purchase data is based upon purchase behavior of a plurality of users.
59. (Previously Presented) The computer-readable medium of claim 31, wherein click  
information includes purchase data and click data.



